Fraedom PR Case Study

Brief

As a **fast-growth fintech brand**, Fraedom needed a PR strategy to match its ambition. Fraedom supports banks globally to enhance their commercial card programmes and give customers a better way to manage business expenditure through its spend management system. It helps banks to differentiate their service and improve customer retention, driving increased card uptake and spend, compared with other payment methods.

Whiteoaks was selected and tasked with **elevating the brand; raising awareness** including in the **UK and US**. **Fraedom also wanted to tell a corporate story** that reflected its position as a **disruptive player** in the B2B fintech space, while positioning it strongly with a view to acquisition by leading technology companies.

Approach

To **quickly establish the brand** and position Kyle Ferguson, CEO, and Henry Pooley, CCO, as authoritative voices in the financial services market, Whiteoaks **first held a tour of key UK commercial banking press.**

Whiteoaks then developed a **thought leadership programme for UK banking and finance media,** demonstrating that **Fraedom understands its key audiences** and can solve their challenges.

Topics covered included the **consumerisation of commercial banking and banks outsourcing to fintechs** to enable the banks to **upgrade their customer experience** and add to their commercial value.

To highlight Fraedom's expertise in the **US** market, **Whiteoaks engaged with senior international spokespeople** to develop– content appropriate **additional thought leadership topics on commercial banking innovations and fintech application development –** content appropriate and specific to the region. The approach helped introduce Fraedom to US media.

Whiteoaks **then developed industry research** campaigns focused on **commercial banking disruption and funding challenges of SMEs.** Media alerts were sent to the UK and US-based banking and business media, and industry articles and whitepapers provided further thought leadership opportunities based on key issues.

Client
Fraedom

Project
Brand Development – UK & US

Industry
Fintech

Headline Results

48 pieces of UK and US media coverage in six months

Top tier visibility contributed to acquisition

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Results

Whiteoaks **established Fraedom's brand and guided it through rapid growth of presence** as thought-leaders in the B2B fintech payments space, including in **UK and US media titles** and **online and social networks**. It commented on topics from commercial banking innovation and outsourcing to financial services technology partners. Briefings took place in the UK with publications including *The Banker* and *IBS Journal* and in US titles such as **American Banker** and **Payments Journal**, building relationships and opening up article opportunities.

This multi-faceted approach was driven by content designed to raise awareness of Fraedom in its core UK and US markets. It highlighted the **company's understanding of the key challenges** facing its banking customers and **demonstrated its credibility as a target for acquisition**.

Highlights include:
- From October 2017 to March 2018, a total of **48 pieces of media coverage** were generated
- Landmark coverage was secured in target media, including in the **FT** in a "The Race for Talent" article, by-lined to Fraedom CIO, Simon Raymer

"Working with Whiteoaks is a pleasure. The team has become an extension of mine, supporting us so professionally. Whiteoaks' culture, attitude and approach is refreshing. They take the time to understand our business and its aspirations, guide and support us expertly, and continue to deliver positive results with complete transparency."

Nick Hinds, Global Head of Marketing and Communications, Fraedom

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